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GLENDALÉ'S 2012 YEAR IN REVIEW HIGHLIGHTS KEY ACCOMPLISHMENTS

Glendale, Ariz. — 2012 was a busy year, filled with many accomplishments and successes for the city of Glendale and its various programs and services.

New Mission for Luke Air Force Base – After spending nearly three years building regional and statewide community support for the new F-35 mission at Luke Air Force Base, Luke Forward officials were thrilled with the announcement from the U.S. Department of Defense that the Glendale base will serve as the Air Force's new F-35 training center.

Valley's Largest Retail Development from this Year Attracts Millions of Shoppers to Glendale – Tanger Outlets Westgate opened many brand-name stores just steps away from Glendale's Sports & Entertainment District. This project started on a fast track with a two-day design collaboration between the city's project team and the developer's design team, which usually takes between four and six months. With a groundbreaking in March, the Building Safety Department accelerated the permitting process, which helped Tanger meet its opening date in November. The upscale outlet center has approximately 330,000 square feet of retail shops with the potential of an 80,000-square-foot expansion from the first phase of the project. The development, with the creation of more than 900 full and part-time retail management and sales positions, is expected to attract up to 15 million shoppers a year and generate a estimated sales tax revenue of \$2.5 million a year.

Follow Your Money – The city unveiled Follow Your Money, an online tool that allows residents to track city spending and revenues. This user-friendly, searchable site serves as a single point of reference for citizens to view information about the financial activities of the city. The program, available on the city's website, allows users to view spending by department and vendors, along with tracking revenues by fund. The tool has the ability to breakdown each department's individual expenditure and is available for four fiscal years and updated daily.

Tapping into Glendale's Water – The Glendale City Council established the first Ad Hoc Citizen Task Force on Water and Sewer, designed to provide citizens with an opportunity to learn about the various functions, processes and considerations required to effectively provide water services for the community and to make consensus policy recommendations for City Council consideration. The 44 task force members, through a series of 13 meetings and facility tours, were provided an educational program covering the various areas of water and treatment.

Millions of Lights and a Ton of Chocolate – The city’s downtown signature festivals attracted more than 400,000 visitors to Downtown Glendale this past year, which is the highest attendance ever recorded for the city’s events.

Destination Glendale – The Glendale Conventions and Visitors Bureau (CVB) has welcomed visitors and requests for information from people from all parts of the world and has had record breaking number of visitors in person and online. The following showcases the growth over last year:

- 300 percent increase in social media subscribers
- 33 percent increase in e-newsletter subscribers
- 66 percent increase in mobile activity (mobile version of the website)
- 57 percent increase in information requests generated/fulfilled from tourism campaigns
- 12 percent increase in walk-in visitors
- 3.7 percent increase in hotel occupancy

YouTube Channel Features 500 Videos – The city of Glendale has posted its 500th video on YouTube generating a buzz of interest in city news and events and reaching an audience of hundreds of thousands through online and social media outlets. Staff from Glendale 11, the city’s TV station, and the city’s Web Content Office, began posting videos in 2009, and to date, there have been more than 292,000 views of the videos, the highest number of views among all the Valley cities. While most people watching the city’s videos are from the United States, the stories have been seen by viewers from around the world. Along with the YouTube channel, the city has two other video resources: an online video library accessible 24/7 with archive availability at www.glendaleaz.com/video and the city’s award-winning cable television station, Glendale 11 TV, on Cox channel 11 and live streaming online at www.glendaleaz.com/glendale11.

New Technology Connects More to Glendale – A new mobile website application was developed so users of phones, I-pads or other handheld devices can find out what’s happening in Glendale with the touch of a finger. Visitors to glendaleaz.com using a mobile device are now automatically redirected to a mobile-friendly version of the city’s website providing one-touch access to the latest city news, events and other popular web sections in an easy-to-read and navigate format fit for a device. The city’s YouTube channel also took on more informative programming starting with the launch of quick informational videos called “What to Expect When We’re Inspecting.” The videos walk viewers through the permitting and inspection process in 15 minutes or less. Tips such as what needs a permit, what areas are inspected and helpful construction hints are highlighted. The new videos produced by Glendale 11 are on www.glendaleaz.com and the city’s YouTube channel along with dozens of additional educational, service-oriented videos.

In with the New and Out with the Old – The Solid Waste Disposal Division added electronics recycling (E-Waste) to its list of services. E-Waste containers are available in the residential drop-off area located at the Glendale Landfill where residents, for free, can bring both working and non-working electronic items anytime during regular operating hours.

New Discount Savings Program for Residents – The city and Financial Marketing Concepts, Inc. launched a new prescription drug discount program available to residents. The “Coast2Coast Rx” card allows Glendale residents and nonresidents, regardless of income, age or health status to participate in the program and save on the cost of their medications. The Rx card is available free of charge and can be used at all pharmacy chains and most independent pharmacies in the city.

Big Splash at Glendale’s Pools – The summer aquatics season at Rose Lane Aquatics Center and the Foothills Recreation and Aquatics Center provided public recreation swimming to 55,023 and offered 14,312 swim lessons to 1,789 participants. The swim lessons were enhanced by donations received from Southwest Ambulance for \$5,000 and the Arizona Drowning Prevention Coalition for \$420, which allowed over 200 fee-waived swim lessons to Glendale residents.

Check Out the Innovative Library Programs – Glendale Public Libraries began an eBook program where patrons may check out one of 30 Nooks preloaded with eBooks in both English and Spanish. Books include titles for youth, teens and adults. Each of the Glendale’s three libraries has 10 Nooks that were provided through donations and grant money. Glendale Libraries also implemented Polaris, a new library computer operating system, purchased at no cost to the city through the Maricopa County Library District, thanks to an approved agreement by the city of Glendale and the Maricopa County Library District. Library patrons will now be able to be notified when new items are added from their favorite authors, can choose to receive notices by text on their mobile devices and can keep a reading log of what they have checked out. The new system will also save the city \$35,000 annually in operating and maintenance costs.

For more information about the city of Glendale, visit www.glendaleaz.com.

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